

Exhibitive Media, Specialty Advertising, Directories, and Emerging Media

Exhibitive Media is specifically designed to bring customers into direct contact with products, often at the point of sale or close to it. The synergy of combining exhibitive media with other media can improve product or brand awareness by as much as 500%.

Methods include *product packaging* and *trade-show booths and exhibits*.

Product Packaging

Packaging encompasses the physical appearance of the container and includes design, color, shape, labeling, and materials. Attractive packaging can create an immediate relationship with the customer, influence in-store shopping decision, help set the product apart from competitors, and inform customers of the product's features and benefits.

Packaging services marketers in four ways:

- Protection
- Preservation
- Information
- Promotion -- packaging helps build brand image

Environmentally safe packaging increases the marketer's cost of materials. It is especially important in international markets -- may increase cost of doing business overseas.

Government agencies affect package design. The FDA and Nutrition Labeling and Education Act of 1990 imposed stricter labeling requirements for nutrition and health products. Some state packaging requirements differ from federal government's.

Packages may come in form of: wrappers, cartons, boxes, crates, cans, bottles, jars, tubes, barrels, drums, and pallets.

A package's design should be kept simple because:

- Packaging materials cannot support high-resolution printing.
- Intricate folding and die-cutting can be very expensive.
- Packaging that requires exact folding and fitting often creates excessive assembly costs and leads to structural changes that most cost-effective packaging materials cannot support.

Reasons to change a package include:

- Product alteration or improvement
- Substitution in packaging materials
- Competitive pressure
- Environmental concerns
- Changes in legislation
- Need to increase brand recognition

Trade Show Booths & Exhibits

Trade shows are exhibitions where manufacturers, dealers, and buyers get together for demonstrations and discussion. More than 9000 industrial, scientific, and medical shows held in U.S. each year. Trade shows are very important for global marketers because they may be only place where advertiser can meet the company's major international prospects.

Construction of trade show booths and exhibits is major factor in sales promotion plans. It must be simple and attractive, should have good lighting and a large visual, and should provide a comfortable atmosphere to promote conversation between salespeople and prospects.

Establishing an Exhibit Booth Program

Exhibit Booth Planning deals with the budget, the image of the company or brand, the frequency of shows, and flexibility of booth configuration. Advertisers need to consider the size and location of space; desired image or impression of the exhibit; complexities of shipping, installation, and dismantling; number of products to be displayed; need for storage and distribution of literature; use of pre-show advertising and promotion; and cost of all of these factors.

Budgeting for trade shows/booths may require an extensive review of over 60 factors, including travel, living, and salary expenses of staff, booth costs, etc.

Promotion to build traffic for a trade show booth or exhibit involves sending out personal invitations, conducting direct mail campaigns, placing ads in trade publications, issuing news releases, and performing telemarketing.

People staffing the booth personify the kind of service the customer can expect to receive. They should be articulate, people-oriented, enthusiastic, knowledgeable about the product, and empathetic listeners.

Productivity deals with the company's ability to collect and organize prospects received at trade shows. A lead list is the link to future sales and augments the company's prospect database.

Specialty Advertising

Specialty advertising is a medium of advertising, sales promotion, and motivational communication employing imprinted, useful, or decorative products. It is used for many reasons:

- Thank a customer for patronage
- Keep the name of the company in front of consumers
- Introduce new products
- Reinforce the name of an existing company, product, or service.

Promotional products usually imprinted with an advertiser's name, message, or logo, that are distributed free as part of a marketing communications program. Over 15,000 specialty advertising promotional products distributed as marketing tools. They include items such as:

- Ballpoint pens
- Coffee mugs
- Key rings
- Calendars
- T-shirts
- Matchbooks

Consumers associate the quality of a specialty item with the organization providing it. Advertisers spend over \$16.5 billion per year on specialty advertising items. Increased use of this medium makes it the fastest-growing of all advertising or sales promotion media.

Premiums are promotional products that are typically more valuable and usually bear no advertising message. Recipients must buy a product, send in a coupon, witness a demonstration, or perform some other action that is advantageous to the advertiser to receive the promotional item.

In B2B, companies use more structured specialty promotions to improve their goodwill standing. Inappropriate specialty items can backfire because they may be seen as cheap (if inexpensive) or bribery (if overly expensive).

Directories and Yellow Pages

Directories are published annually by phone companies, trade associations, industrial groups, etc. They serve as locators, buying guides, and mailing lists. They carry advertising aimed at specialized fields. Ads should tell *how* to make the purchase, not why. The larger the ad, the more attention it attracts.

Nearly 85% of Yellow Pages revenue is derived from local advertisers. It is often the sole advertising medium for local businesses. Many publishers offer “ride along” programs that let regional and national marketers deliver coupons and product samples along with the directories.

Emerging Media

- ♦Videotape Advertising
- ♦Ads placed on the videocassette box, rather than as a commercial.
- ♦*Video brochures* are a type of video advertising, which advertises the product and is mailed to customers and prospects.
- ♦*Cinema advertising* is advertising at movie theaters.
- ♦*Product placement* occurs when an advertiser pays a fee to have a product written into the movie.
- ♦By getting brand appearances, companies benefit from the association with top films and big-name actors.
- ♦ATM Advertising

- Retailer coupons are printed on the back of ATM receipts.
- Full-motion video ads appear on the screen while the customer waits for his transaction to be processed.
- Other promotions, like Mastercard and Coca-Cola's collaboration on the "Coca-Cola Incredible Summer," allowed customers to win cash instantly by using special disposable ATM cards.